

	FMCA POLICIES AND PROCEDURES	INDEX NO. 1010	APPROVAL LEVEL GB
	SUBJECT Assumed Business Name	EFFECTIVE 08/2023	SUPERSEDES
		SPECIAL DISTRIBUTION	

POLICY

FMCA may choose to operate under an assumed business name also known as DBA (doing business as) for the purposes of public identity, promotion, and normal or customary operations. A new/revised business name should only be considered if it enhances the value, acceptance, and growth of the organization in the marketplace.

PROCEDURE

1. The President, Executive Board, Governing Board, or CEO may initiate the study of a DBA.
2. If a DBA is to be considered the President will appoint a committee to research and identify a new identity for the organization. Such an identity should reflect the mission, vision, purpose, heritage, and future aspirations of FMCA.
3. It is desirable for the committee to have access to resources in the areas of legal, marketing, design, and research in order to generate the best options for the organization.
4. The committee at a minimum shall consider the reason for a DBA, the financial implications of a DBA, both the positive and negative impacts of a DBA. The committee may address any other factors they deem appropriate.
5. The committee shall consult with other FMCA committees when preparing their recommendations.
6. The committee will present its findings to the Executive Board. The Executive Board may select a proposed identity and rationale for consideration by the Governing Board.